I. IN THE CLAIMS

Enter the following claims.

28.   A computer-implemented method comprising:

selecting a first promotion determined to be more relevant to a consumer based on purchase history data;

determining a second promotion determined to be less relevant to said consumer based upon said purchase history data;

pairing said first promotion with said second promotion; and

providing the paired promotions to said consumer.

29.   A system for selecting a first promotion determined to be more relevant to a consumer based on purchase history data, a second promotion determined to be less relevant to said consumer based upon said purchase history data, and pairing the first and second promotions, comprising:

a computer system;

a database storing said purchase history data such that said purchase history data is accessible by said computer system;

code implemented on said computer system for determining said first promotion, and said second promotion, and for pairing said first promotion with said second promotion; and

structure for outputting data indicating the paired promotions.

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